

Medical Device Entrepreneur Spencer Jones Joins Lapovations C-Suite

Founder of Lineus Medical and inventor of SafeBreak® Vascular hired as Chief Technology Officer and Vice President of Sales, will lead product innovation and distribution at Lapovations.



Fayetteville, Arkansas Oct 18, 2022 ([Issuewire.com](https://www.issuewire.com)) - Lapovations, a medical device company creating a platform of innovative products to improve laparoscopy, has hired Spencer Jones as Chief Technology Officer and Vice President of Sales. In the dual role, Spencer will head up product

innovation and lead the sales and distribution organization for the company's flagship product, AbGrab®. AbGrab® is a revolutionary surgical assist device that allows surgeons to lift the abdominal wall more reliably and less invasively at the beginning of laparoscopy or minimally invasive surgery of the abdomen.

A registered nurse by trade, Spencer founded Fayetteville, AR medical device company Lineus Medical in 2015 and, as Chief Technology Officer, led the company's innovation and clinical efforts. During that time, Lineus took SafeBreak® from idea to FDA clearance, securing multiple U.S. and international patents along the way. "I've been a huge supporter of Lapovations since the company's early days and have always been impressed with their track record of success. I'm incredibly excited to join such a stellar team of operators and look forward to building on the momentum they've already created", said Jones.

As a part-time consultant with Lapovations since 2020, Jones previously served as the company's Director of Research & Development, supporting product development and assisting with marketing, sales, and distribution-related strategy. Jared Greer, Founder, and CEO of Lapovations commented "Spencer has been a key, albeit informal, advisor to me from day 1. We've been fortunate to work with him more formally as a part-time consultant for several years now, and we couldn't be happier for the opportunity to add him to our executive team full-time. If I could choose one Northwest Arkansas medical device executive to partner with, hands-down it would be Spencer. He has exhibited managerial mettle and is a real leader that employees and other key stakeholders can get behind. I've worked with Spencer across several projects over the years and witnessed his range and depth of expertise. He's experienced, has great instincts, and has what it takes to grow Lapovations into the company we know it can be."

Lapovations has secured seven distribution partnerships over the past several months, with 22 total reps selling AbGrab® across 11 states. "We've made great progress thus far, but we're only getting started. Over the next year, we plan to onboard dozens of additional sales reps, focusing on those with strong surgeon relationships in target-rich environments", said Jones. "Onboarding, supporting, and coaching distributor reps was a critical part of my job with my previous employer, and something I both excelled at and enjoyed doing. Jared is an exceptional entrepreneur who has achieved true sales excellence throughout his career, and I'm thankful for the confidence he's placed in me to lead sales and distribution for Lapovations."

Though often the shortest part of a laparoscopic procedure, laparoscopic abdominal entry accounts for ~50% of serious laparoscopic complications and litigations related to laparoscopy (1, 2). To reduce this risk, surgeons will lift the abdominal wall before entry, but current lifting techniques can be unreliable or invasive. AbGrab® uses suction to provide a more reliable, less invasive way to elevate the abdominal wall.

About Lapovations

Lapovations, LLC is a medical device company creating a platform of innovative products to improve laparoscopy or minimally invasive surgery of the abdomen. The company's first product, AbGrab®, is a novel device that uses suction to lift the abdominal wall at the start of the procedure. AbGrab® is more reliable and less invasive than current lifting methods. For more information contact:

mediarelations@lapovations.com or visit www.lapovations.com

1. Thepsuwan, J., Huang, K., Wilamarta, M., Adlan, A., Manvelyan, V. and Lee, C., 2013. Principles of safe abdominal entry in laparoscopic gynecologic surgery. *Gynecology and Minimally Invasive Therapy*,

2(4), pp.105-109 [Accessed 1 September 2021].

2. Jansen, F., Kolkman, W., Bakkum, E., de Kroon, C., Trimbos-Kemper, T. and Trimbos, J., 2004. Complications of laparoscopy: An inquiry about closed- versus open-entry technique. American Journal of Obstetrics and Gynecology, 190(3), pp.634-638 [Accessed 1 September 2021].



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